BOARD OF DIRECTORS' MEETING

IVY NETWORK CORPORATION

Professional billing

NEW HAVEN, CONNECTICUT
February 11, 1967

Mr. Hill called the meeting to order at 10:46 A.M. Of the number stations, Brown, Columbia, Harvard, Princeton, Penn, and Yale were represented; the two elected representatives of the affiliate committee were also present. Minutes of the previous meeting were distributed. It was moved by Mr. Hill that their reading be dispensed with and the minutes be accepted as presented. Mr. Liebmann (Brown) seconded, and the motion was carried unanimously.

Mr. Hill then presented the Chairman's Report. He expressed congratulations to Jay Feldman, Dave Hauston, and all connected with Election '66. He reported that his failure to visit the stations as promised in the fall was due to his involvement with Scott Robb in meetings, and John Sullivan concerning the compensation schedule approved at the Fall meeting. Messrs. Scott and Sullivan had objected to the provision for compensation of IVY staff members; Mr. Hill's rebuttal had been that some minimum salary was necessary to attract competent people. Finally, he urged all stations interested in sponsoring the Spring Convention to submit proposals by the first week in March. He expressed this desire to hold the Convention at an affiliate school.

Mr. Peterson then presented the President's Report. Budweiser had renewed but had not extended its contract to the affiliates; the work done by the stations on a Budweiser consumption poll had been valuable. Western Electric was considering sponsorship of an Ivy Network news series, but no commitment could be expected until stations submitted listener reaction reports on the election coverage. Gans & Co., advertising representatives for Newsweek had requested information men's retail clothing stores patronized by students at the new ork colleges; Mr. Peterson asked that a carbon of the reports be sent to New Haven. American Oil rejected a proposal for a daily sports news program package; an alternate proposal was promised, which has not yet materialized. National Brewing Co., (Colt '45) had not accepted an IVY proposal due to lack of funds resulting from sponsorship of World Series television coverage. Trans World Airlines and New York Telephone Co. had withdrawn from college radio completely. Optimistic contacts had been made with Prudential and General Electric.

Mr. Hinkley (Secretary-Treasurer) reported that station payments to be distributed at the meeting totalled $11,370. Each stations envelope contained the individual breakdown. Adjustments had been made for overpayments and underpayments last spring.

Old business was then considered. Mr. Hill called attention to the question of compensation for the IVY staff and further remuneration for Mr. Robb and Mr. Sullivan. He argued that since Harold Chesnen and Paul McAuliffe had been employed primarily as assistants for Election '66 in the fall, their salaries for that period should come from

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the WECO budget. The surplus this left in the compensation sub-account should then be divided between Messrs. Robb and Sullivan, who apparently had expressed the opinion that the $850 alloted to each by the Board of Directors in the fall meeting did not constitute a fair compensation for the services they had rendered to the corporation over the summer. Mr. Hill stressed the diplomatic merits of such a redistribution, since Messrs. Robb and Sullivan could be of value to the network in the future, and that the two gentlemen felt that there had been a misunderstanding but did not question the authority of the Board. A long discussion ensued, in which the Board voiced objections to Mr. Hill's proposals. Mr. Clark (princeton) and Mr. Feldman both held that no substantial reasons for altering the compensation schedule as approved in the fall had been presented, and therefore, that dicision should stand. Mr. Bradsky (Brown) moved that discussion of Mr. Hill's proposal be ended and that no alterations be made in the compensation schedule. Mr. Chasiad (Penn) seconded. The motion was passed, 4 to 2. Mr. Hill voiced displeasure at this action, but Mr. Bradsky moved that the question be tabled.

The application of WTBS at MIT for membership was then considered. Jeffrey Devoak, Station Manager, described the station's facilities, organization, and programming. He noted that WTBS had a potential audience of 3500 students, that it carried programming 24 hours per day, and that it operated a non-commercial 10watt FM station. Membership consisted of undergraduate and graduate students and non-student advisors.

Mr. Dwork answered questions from the floor, and then was asked to leave while the application was considered. Mr. Hill noted that WTBS be accepted for membership. Mr. Bradsky seconded. The motion passed unanimouslu. The floor was then opened to new business.

Mr. Hill introduced Mr. McAuliffe and Mr. Zaur, members of the IVY staff, who would be nominated for managerial positions at the Spring Convention. Mr. Hill then then discussed the need for an accurate consumption poll. The Mauplan survey, Characteristics of the College Market, described the college market accurately, but not to the IVY market. There exists a need to prove that students at these colleges are wealthier and have a propensity to spend. He therefore proposed that Information Gathering Service conduct a validated survey at IVY schools. 3.8% of the student population would be polled. A telephone survey would be carried out by members of the individual stations under the supervision of IGS specialists. Written reports on each station and on the network in general would then be drawn up. IGS was recommended becasue, as a student agency, it could conduct such a poll at far lower

cost than a professional firm. Discussion of the means of financing such a project followed. Mr. Hill felt that funds should be taken from the $7000 (app.) in retained earnings. Mr. Peterson suggested that the $1000 profit from the WECO budget be utilized. Mr. Feldman proposed that each station be assessed individually, due to differences in cost. Mr. Hill explained that such differences would be minimal.

Mr. Feldman moved that the IGS survey as outlined by Mr. Hill be authorized, and that it be financed from the WECO profits first, then from retained earnings, with an upper limit set at $3000. Mr. Clark seconded. The motion carreid, 5 votes in favor and 1 abstention. Mr. Hill asked each school to supply information on student telephone facilities and copies of student directories to IGS.

Since it was 1:00P.M., the meeting was adjorned for lunch.

The meeting was reconvened at 2:06 P.M. Mr. Peterson reported a conference with Wohlhandler Associates concerning IVY promotion for Twister. Wohlhandler Associates had expressed an interest to contract the IVY stations as subsidiary public relations firms to design and execute promotional campaigns centered around Twister tournaments at each school. Each station would contact fro our time and be reimbursed for additional promotional expenses. Mr. Peterson emphasized the benefit of the potential national publicity such as a campaign could bring IVY. Mr. Ferguson suggested that a five school program would be sufficient. Mr. Peterson replied that all schools interested should consider undertaking such a program. Mr. Hill requested that each school draw up a complete promotional package and submit it to IVY. Mr. Peterson then inquired as to the inclinations of each school towards running a Twister program. Colgate, Columbia, Princeton, Union, and Yale expressedd interest; Brown, Harvard, and Penn were doubtful; MIT felt it was impossible.

Mr. Ferguson then reported an presentation to be made concerning IVY promotion of Expo '67 in co-operation with local travel agencies. Mr. Monfried (Rutgers) painted out that a similiar campaign was already in progress. Mr. Peterson suggested that the two could be integrated and that Mr. Ferguson should proceed.

Mr. Hill then reminded all schools interested in sponsoring the Spring Convention to submit proposals. April 29th and 30th were set as the tentative dates.

Mr. Chasiad (Penn) suggested that a redistribution of retained earnings be considered. Mr. Hill replied that a redistribution should be delayed until the spring meeting in order to finance the consumption poll and to maintain liquidity.

Mr. Peterson reported, in reply to a question from Mr. Killane (Harvard) that total IVY billings were $66,000 (app.)

Mr. Hill then opened the floor to discussion of the compensation schedule once again. Mr. Feldman noted that there was now a surplus in the compensation account which should be residtributed. Mr. Hinkley moved that the bookkeeping be adjusted so that the salaries paid to Messrs. Chesnin and McAuliffe be drawn against the compensation account instead of the WECO budget. Mr. Feldman seconded ; the motion passed unanimously.

There being no furhter business, the meeting was adjourned at2:57.